

## Data Processing Agreement (for Lotame Master Services Agreement)

This Data Processing Agreement (including its Schedules and Appendices, this “DPA”) is entered into between Lotame Solutions, Inc. (“Lotame”) and the entity identified as the Customer in the Lotame Master Services Agreement (the “Agreement”) and forms a part of and is incorporated by reference into the Agreement. This DPA memorializes the parties’ agreement regarding the Processing of Personal Data (defined in the Agreement) under Data Protection and Privacy Laws.

The parties agree to comply with the following provisions with respect to the Processing of Personal Data, each acting reasonably and in good faith.

**1. Definitions.** Capitalized words used but not defined in this DPA have the meanings given in the Agreement.

“DPA Schedules” means the schedule(s) attached to this DPA and any other schedule of a Data Protection and Privacy Law that is applicable to the Processing of Customer Data and Sightings Data, which schedules are available at <https://www.lotame.com/privacy/dpas/dpa-msa/>.

“Lotame Data” means Behaviors that Lotame has licensed from third parties and the Lotame IDs associated with those Behaviors.

“Security Incident” means a breach of Lotame’s security leading to the unauthorized disclosure of, or access to, Customer Data.

“User Rights Request” means a request from a User to exercise rights provided to them under any Data Protection and Privacy Laws.

**2. Contractual Relationship.**

**2.1 Contractual Relationship between Customer and Lotame.** Upon the signing of this DPA by both parties this DPA will become legally binding between Customer and Lotame as of the effective date of the Agreement. Except as expressly stated in this DPA, this DPA does not modify or replace any obligations contained in the Agreement.

**2.2 Contractual Relationship with Third Party Sources.** If Customer Data or Sightings Data includes any User Data from Third Party Sources:

(a) This DPA is not a binding agreement between Lotame and any Third Party Sources. When required by applicable Data Protection and Privacy Laws, Customer must have its own data processing agreement or other agreement with its Third Party Sources to address the Processing by Lotame of Customer Data and Sightings Data from the Third Party Sources. Customer is responsible for coordinating all communication from Third Party Sources addressed to Lotame in relation to this DPA.

(b) Except where the applicable Data Protection and Privacy Law requires that Third Party Sources be permitted to exercise a right or seek any remedy under this DPA against Lotame directly, (i) solely Customer may exercise any such right or seek any such remedy against Lotame on behalf of the Third Party Source, and (ii) Customer shall exercise any such rights under this DPA in a combined manner for itself and all of its Third Party Sources together and not individually.

(c) Customer shall, when carrying out an audit permitted under an applicable Data Protection and Privacy Law or the Agreement, take all reasonable measures to limit any impact on Lotame and its Sub-Processors by combining, to the extent reasonably possible, such audits into one single audit on behalf of itself and all of its Third Party Sources.

**3. Processing of Customer Data and Sightings Data.**

**3.1 Generally.** Customer, with respect to its Processing related to the collection and provision of Customer Data and Sightings Data to Lotame, and Lotame, with respect to its Processing of Customer Data and Sightings Data received under the Agreement, shall comply with this DPA and all Data Protection and Privacy Laws and their related DPA Schedules applicable to Customer Data and Sightings Data.

**3.2 Notices, Consents, and Opt-outs.** Without limiting the generality of the obligations under Section 3.1, as between the parties, Customer has the sole responsibility for compliance with Data Protection and Privacy Laws with respect to the collection of Customer Data and Sightings Data and the provision of Customer Data and Sightings Data to Lotame. When required under any Data Protection and Privacy Laws, throughout the Term, Customer shall ensure it and each Third Party Source: (a) discloses to Users the Processing of Customer Data and Sightings Data from the Property by Lotame for the purposes contemplated by the Agreement and, if Lotame Code is used, the usage of third-party technology to collect Customer Data and Sightings Data from the Property and (b) obtain Users’ consent to the Processing of their Personal Data by Lotame for the purposes contemplated by the Agreement. Customer shall use Lotame’s Consent API to notify Lotame that consent was obtained or an opt-out was received, or, when available, implement a

standard industry accepted privacy choice signaling protocol (for example, the IAB's Global Privacy Platform or the IAB Europe's Transparency & Consent Framework) so that Lotame can verify that consent as the legal basis for processing was obtained or can process an opt-out. Where Customer obtains Customer Data and Sightings Data from a Third Party Source, Customer may discharge the obligations in this section through a data processing or other agreement with the Third Party Source containing substantially similar notice and consent requirements.

**3.3 Transfers of Customer Data and Sightings Data.** Customer acknowledges that Lotame's primary Processing activities take place in the United States. The parties will comply with the provisions in any applicable DPA Schedule related to the transfer of Customer Data and Sightings Data to the United States under any Data Protection and Privacy Laws.

**3.4 Responding to User Rights Requests.** This section describes how Lotame handles User Rights Requests in general. If any applicable Data Protection and Privacy Laws specify additional or different requirements, the applicable DPA Schedule will supersede any conflicting obligations in this section related to the handling of User Rights Requests.

(a) *User Rights Requests Received by Lotame from Company.* For any User Rights Requests that Customer directly receives and forwards to Lotame, Lotame will provide reasonable assistance to Customer in fulfilling Customer's obligations under applicable Data Protection and Privacy Laws to respond to the User Rights Request. To the extent legally permitted, Customer shall be responsible for any costs arising from Lotame's provision of such assistance. Lotame may make an API or other mechanism available to Customer for the submission of User Rights Requests.

(b) *User Rights Requests Received by Lotame Directly from a User.* Lotame has created a tool and uses third party services to enable a User to exercise their rights under any Data Protection and Privacy Laws, which can be accessed at <https://www.lotame.com/privacy/privacy-manager/> ("**Privacy Tools**"). If Lotame receives a User Rights Request through a Privacy Tool and the User Rights Request specifically references Customer, then Lotame will promptly forward the User Rights Request to Customer, and assist Customer as set forth in Section 3.4(a).

### **3.5 Security.**

(a) Lotame shall (and shall require its sub-processors) to employ appropriate physical, technical and organizational measures to protect against a Security Incident in accordance with industry standards, the requirements in any Data Protection and Privacy Laws applicable to Lotame and the Processing of Personal Data, and any applicable DPA Schedule.

(b) Lotame's Information Security Management System is ISO/IEC 27001:2013 certified. Lotame uses external auditors to verify the adequacy of its security measures and controls, including the security of its Sub-processors. This audit: (a) will be performed annually; (b) will be performed according to ISO/IEC 27001:2013 standards or such other alternative standards that are substantially equivalent to ISO/IEC 27001:2013; (c) will be performed by independent third-party security professionals; and (d) will result in the generation of an audit report ("**Report**"), which will be Lotame's Confidential Information. At Customer's written request, and provided that the parties have an applicable non-disclosure or confidentiality agreement in place, Lotame will provide Customer with a copy of the Report so that Customer can reasonably verify Lotame's compliance with its obligations under this DPA.

**3.6 Security Incident Notification.** If Lotame has determined that a Security Incident has occurred, Lotame will (1) notify Customer of the Security Incident without undue delay but no later than the timeframes set forth in any applicable Data Protection and Privacy Laws, and (2) promptly take appropriate measures to address the Security Incident, including measures to mitigate any adverse effects resulting from the Security Incident in accordance with its established procedures. Lotame's obligation to report a Security Incident under this section is not and will not be construed as an acknowledgement by Lotame of any fault or liability with respect to the Security Incident. Lotame will cooperate with and provide reasonable assistance to Customer by including in the notification such information about the Security Incident as Lotame is able to disclose to enable Customer to notify Supervisory Authorities or Users (as applicable) of the Security Incident as may be required under applicable Data Protection and Privacy Laws, taking into account the information available to Lotame, and any restrictions on disclosing the information related to the Security Incident. Notification of Security Incidents will be delivered to the Data Protection/Privacy Contact identified in the Agreement via email. It is each party's sole responsibility to ensure it maintains accurate contact information at all times.

**3.7 Customer Instructions.** Customer acknowledges that certain Platform settings and elections initiated by Customer through its use of the Services may affect how the Platform Processes Customer Data ("**Customer Initiated Settings**"). This DPA, the Agreement, and Customer Initiated Settings constitute Customer's documented instructions regarding Lotame's Processing of Customer Data ("**Documented Instructions**"). Lotame will Process Customer Data only in accordance with Documented Instructions. Customer further acknowledges that (a) Customer is solely responsible for ensuring that its Documented Instructions complies with all applicable Data Protection and Privacy Laws and, when applicable, its agreements with Third Party Platforms and Third Party Sources and (b) Lotame will not verify that Customer's Documented Instructions are likely to violate any applicable Data Protection and Privacy Law.

This section does not negate Customer's right to communicate additional instructions to Lotame regarding the Processing of Customer Data; however, with respect to any other instructions, such instructions must be provided to Lotame in writing and may require prior written agreement between Customer and Lotame, including agreement on any additional fees payable by Customer to Lotame for carrying out such instructions. Lotame is under no obligation to modify the Services or the Platform to accommodate such additional instructions.

#### **4. Processing of Lotame Data.**

**4.1 Generally.** Lotame, with respect to its Processing related to the provision of Lotame Data to Customer, and Customer, with respect to its Processing of Lotame Data received under the Agreement, shall comply with this DPA and all Data Protection and Privacy Laws and their related DPA Schedules applicable to Lotame Data.

**4.2 Notices and Consents.** When required under any Data Protection and Privacy Laws, throughout the Term, Lotame will contractually require that its licensors of Lotame Data: (a) disclose to Users the purposes for the Processing of their Personal Data and (b) obtain Users' consent to the Processing of their Personal Data by Lotame and Customer for the purposes contemplated by the Agreement. Lotame's Services Privacy Notice related to its Processing of Lotame Data is located at <https://www.lotame.com/privacy/privacy-notices/privacy-notice-services/>.

**4.3 Responding to User Rights Requests.** This section describes how Lotame handles User Rights Requests in general. If any applicable Data Protection and Privacy Laws specify additional or different requirements, the applicable DPA Schedule will supersede any conflicting obligations in this section related to the handling of User Rights Requests. For any User Rights Requests related to Lotame Data that Customer directly receives, Customer will forward the User Rights Request to Lotame and Lotame will assist Customer in fulfilling Customer's obligations, if any, under applicable Data Protection and Privacy Laws to respond to the User Rights Request.

**5. Training; Confidentiality.** Lotame shall ensure that its personnel engaged in the Processing of Customer Data have received appropriate training regarding the access, use and treatment of Personal Data under Data Protection and Privacy Laws and have executed written confidentiality agreements governing the access, use and treatment of Customer Data.

**6. Data Protection/Privacy Point of Contact.** Lotame's employee responsible for handling any inquiries related to this DPA or Data Protection and Privacy Laws may be reached at [privacy@lotame.com](mailto:privacy@lotame.com). Customer's data protection officer/privacy point of contact is stated in the Agreement.

**7. Termination of this DPA.** This DPA will continue in force until the later of (i) the termination of all Agreements into which it is incorporated, (ii) Lotame is no longer Processing Customer Data, and (iii) Customer is no longer Processing Lotame Data. Upon termination, Lotame will delete Customer Data in accordance with the Agreement.

**8. Previous DPAs; Conflict.** This DPA cancels any previous data processing agreements or addendums that may have been attached to or entered into under the Agreement by the parties. Except as supplemented by this DPA, the Agreement will remain in full force and effect. If there is a conflict between the Agreement, this DPA and a DPA Schedule, this DPA will control over the Agreement, and an applicable DPA Schedule will control over this DPA and the Agreement.